

What do my local community think about the provision of takeaway meals in their area?

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Introduction

Our Topic

Our topic is based on takeaway meals in the area. We chose this topic as there is a fish and chip shop in our village which we had contact with, and we found this area of research particularly interesting as we also enjoy takeaway meals ourselves. We already knew that it was a local fish and chip shop run by a family, and that was used frequently by many people in and around the community.

Our Research Question

Our research question is: **What does the local community think about the provision of takeaway meals in the area?** We choose this question because it portrays what we wanted to find out from the public. The information we needed to find out was the opinions from the public in the local community.

Methods

We interviewed and audio recorded Caroline Bennett, the owner of a local takeaway service called Bromham Fish Shop. We wrote and developed our semi-structured interview to make sure the questions were ethical and suitable for answering our research question. After that we designed a questionnaire using a variety of different question types such as:

- Open Questions (e.g. What is your favourite takeaway meal and why?)
- Closed Questions (e.g. Do you like takeaway meals?)
- Numerical Questions (e.g. How often do you buy takeaway food in a month? 0 1 2 3 4 5 6 7 8 9 10 11+ (please circle one))
- Likert Scale (e.g. There is a good variety of takeaway shops in the local area. Strongly Agree/ Agree/ Neither Agree nor Disagree/ Disagree/ Strongly Disagree (Please circle one))

The questionnaires were completed by 15 adults. We walked around the village knocking on people's doors asking them to help with our research. We attached a consent form to the back of our questionnaires, asking for participants to give us permission to use any of their responses as quotes on our poster. We had to make sure our questions were not leading, were ethical and responsible because otherwise we might cause harm and we could possibly get unrepresentative answers. Also, we asked permission from our interviewee that they could be named on our poster and that we could use the name of their business.

Our Findings

Interview: The owner of Bromham Fish Shop told us that it was started 25 years ago but Caroline the owner has run it for 10 years. It is open every day except for Sunday, and Fridays and Saturdays are their busiest days. They won the fish 'n' chip shop of the year award in 2014 and their main competitors are a fish 'n' chip shop located in Kempston. Caroline thinks her business contributes to the community because it's local and so people don't have to cook. It serves a range of food such as: kebabs, pizzas, fish, specials, kids meals, burgers, drinks, Pukka pies and pastries, extras, desserts. Caroline didn't really decide what to sell she just sold the things that were there when she took over but she added things such as pizza and kebabs. The most popular food sold at the shop is fish 'n' chips.

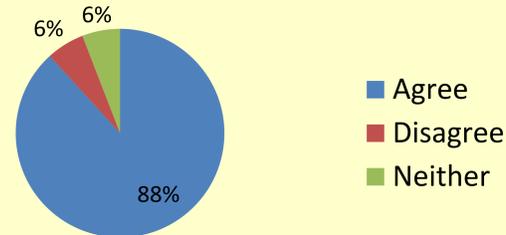
Findings from the questionnaire:

This is a picture of the menu board in the local fish and chip shop called **Bromham Fish Shop**



Reasons why people use Bromham Fish Shop include the good quality, the fact that it has won awards and 'I would starve if it wasn't there!'

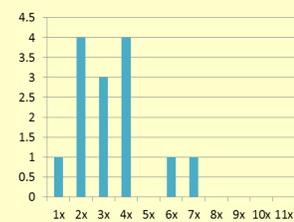
Do takeaway establishments benefit the local community?



The majority of people agree that the provision of takeaway meals benefits the local community.

- In my community the mode amount of times that people buy and eat takeaway meals in a month is 2x and 4x.

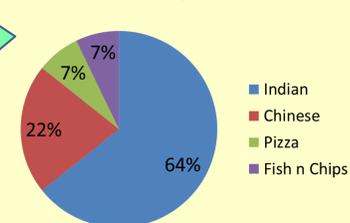
How often do you buy takeaway food in a month?



One of the other questions asked was 'Why do you buy takeaway meals?' The most popular answer was convenience.

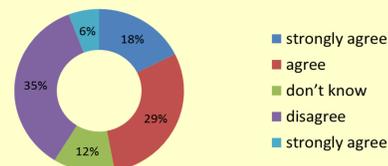
We also asked about people's choice of takeaway. The most popular reason was a love of spicy food.

What's your favourite takeaway meal?



- The data shows that the most popular takeaway in our community is Indian, we got this data from our questionnaires

There is a wide variety of takeaway shops in the local area



This graph shows that people of the community had many different opinions of the variety of takeaway shops in the area. The most popular answer was disagreeing to the statement made on the questionnaire.

Conclusions

Our conclusions are that the local community buy takeaway meals for many different reasons. However they would like to see a wider variety of more exotic takeaway foods. This result has surprised us as we had expected to find that people thought there was a good variety of takeaway foods in the local area. If we were to do this research again we would try to be more organised and value our time preciously. If, however, we carried on our research we would probably do an observation of a local takeaway shop to see the popular choices and how many times certain items are ordered.